

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 1, 2011
Conference Room B–Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson; Tom Birkenholz; Janine Callahan; and Barry Schreier

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from July 18, 2011

Barry Schreier moved to approve the Minutes as presented.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Review Task List

Activities: Kathleen Paterson reviewed the list of confirmed activity booths. **She will send the contact information for each group to Mr. Birkenholz and Mr. Schreier for the Parade [Done].**

Mr. Birkenholz asked the Committee if they would be like to have the Life Star helicopter land at the *Festival*. He said he thought they could land the helicopter behind the school. **The Committee asked Mr. Birkenholz to arrange this activity. Ms. K. Paterson will send the music schedule to Mr. Birkenholz to make sure there are no conflicts with the helicopter landing and taking off [Done].**

Ms. Paterson explained an idea from the Advertising and Promotion Committee to have representatives from LeylandAlliance lead tours around the construction site to explain what is happening and where the new businesses will be located.

Ms. K. Paterson added that UConn Dining Services has confirmed that they will do cooking demonstrations again.

Advertising: Ms. K. Paterson reported that the newspaper ads have been drafted and should be finalized soon. She shared a first draft of the *Festival* flyer with the Committee.

The general consensus was to change the photographs on the flyer.

Ms. K. Paterson said she had spoken with Mike Sweet from CT-14. He would like to have Cynthia van Zelm and Ms. Paterson appear on one of the Charter shows with either John Murphy or Bruce John to promote the event. Mr. Sweet also said Charter would like to film the *Festival* again; he requested that they be positioned with a direct view of the stage.

Ms. K. Paterson will work with Natalie Miniutti on the location of the Charter van.

Art: Ms. K. Paterson reported that the deadline for art submissions was July 29. She asked the Committee for feedback on the possibility of extending the deadline.

After a brief discussion, **the Committee asked Ms. K. Paterson to extend the deadline, to notify past participants, and to do a press release [Done].**

Food: Ms. K. Paterson reported that Domino's Pizza had submitted their completed applications. She noted that the deadline for food vendors is August 15.

Music: Ms. K. Paterson said that she had posted the announcement for performers on the *Festival* website and on facebook. **She will do an email blast to groups that have indicated interest in performing in past years [Done].**

Parade: Ms. Paterson said that she sent her letters out to the politicians.

Mr. Birkenholz reviewed the list of confirmed participants. **He will send their contact information to Ms. K. Paterson.**

Mr. Schreier said that Robin Rice has agreed to be the announcer for the grand stand.

Mr. Schreier asked Ms. K. Paterson if Storrs Center Cycle would like to have the tune-up stand for the "tykes and trikes." **Ms. K. Paterson will confirm with the bike shop [Done].**

Ms. K. Paterson will confirm with Curt Vincente that he can set-up the tent and audio system [Done].

Ms. van Zelm will check with Deb McCrackan about a vehicle for the Grand Marshal [Done].

Ms. K. Paterson noted that the Parade flyer is ready for printing and distribution (will go out with the *Festival* flyer). **The Partnership office can email the pre-schools [Done].**

Ms. Paterson offered to make an announcement about the *Festival* and the Parade as part of her Mayor's report at the Council meeting on August 22.

Mr. Schreier reported that he attended the Traffic Authority meeting, and they approved the Parade route. He said their only comment was to remind him to coordinate with the State Police with regards to the road closure.

Sponsors: Ms. van Zelm reviewed the list of received and pending sponsorships.

Janine Callahan offered to help with outreach to possible sponsors. **Ms. van Zelm will provide Ms. Callahan with contact information for potential sponsors [Done].**

Volunteers: Ms. K. Paterson reported that she had met with Miguel Colón from the Office of Community Outreach at UConn (the office that coordinates student volunteers and the Community Service Days). She said the Mr. Colón was very helpful in providing advice about organizing volunteers. Ms. K. Paterson added that Mr. Colón offered to assist with coordinating UConn students who would like to volunteer. He would like to have a couple students attend a meeting in August and then have one student serve as the point person between his office and the *Festival* committee. **Ms. K. Paterson will continue to work with Mr. Colón on the volunteers.**

6. Review Master Events list

Ms. K. Paterson shared copies of the updated Master Events list with the Committee and noted that she had not yet added the cooking demonstrations to the list.

Ms. Paterson suggested asking Big Y for mums. **She will contact Big Y and possibly Grand Union.**

7. Celebrate Mansfield Weekend

Vintage Mansfield: Ms. K. Paterson said that the invitation had been drafted and that Janet Jones had received approval on it from Gail Parks at the Altnaveigh. Ms. K. Paterson explained that Partnership members would receive the invitation in the mail but that the event was open to the public. At Ms. Jones' suggestion, past attendees will also receive an invitation in the mail.

Ms. K. Paterson added that the price per ticket had been increased from \$35 to \$40 this year. She commented that she and Ms. Jones were considering whether to have music at the event.

Mr. Birkenholz expressed concern that the space was not conducive to a large crowd and music.

Picnicpalooza!: Ms. Paterson asked if there were plans to do more advertising and signage for the picnic.

Ms. K. Paterson said that she and Sara-Ann Bourque had discussed some ideas. **Ms. K. Paterson will follow-up with Ms. Bourque about the advertising for the event [Done].**

8. Adjourn

The meeting adjourned at 6:00 pm.

Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson.